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May 1, 2007

To Whom It May Concern:

The National Marine Sanctuary Foundation (NMSF), a non-profit institution that supports the National Oceanic & Atmospheric Administration (NOAA) program activities, is issuing a Request For Qualifications (RFQ), seeking proposals to contract for a Webmaster and Designer for updating and maintaining the thankyouocean.org, a web portal to ocean information that is part of the "Thank You Ocean" Campaign. The "Thank You Ocean" Campaign is a public service campaign jointly managed by the California Resources Agency and NOAA Marine Sanctuaries Program. Specific duties of the contract are outlined in the RFQ that follows.

The complete "Thank You Ocean" Campaign includes not only web presence, but television and radio public service announcements, billboards, bus shelter and phone booth advertisements, print ads, and various promotional materials. Every campaign element encourages Californians to visit the thankyouocean.org website, so it is critical that the website remains up-to-date, dynamic, and interesting. To ensure the campaign's success at educating the public and changing attitudes and behavior towards the coast and ocean, the website must be inspiring, comprehensive, and worth revisiting for information and activities to protect the ocean.

Proposals should be submitted electronically to the National Marine Sanctuary Foundation at allison@nmsfocean.org by close of business on Tuesday, May 15th, 2007. The contract award winner will be notified by email by Close of Business on Friday, May 18th, 2007. Please address all questions regarding the details of the RFQ to Amy Boone at 916.653.9416 or amy.boone@resources.ca.gov.

Sincerely,

Allison Alexander
Grants Manager

**California Public Ocean Awareness Campaign
Request for Qualifications
THANK YOU OCEAN
WEBMASTER & DESIGNER**

National Marine Sanctuary Foundation

****Please feel free to distribute this announcement to your colleagues****

GENERAL INFORMATION

Submittal deadline: Close of business on Tuesday, May 15, 2007.

Email qualifications to: Allison Alexander, Grants Manager,
National Marine Sanctuary Foundation, allison@nmsfocean.org

Direct questions to: Amy Boone, (916) 653-9416, amy.boone@resources.ca.gov

Contract award date: Close of business Friday, May 18, 2007.

Contract start date: Immediate

Location: Negotiable

BACKGROUND

The “Thank You Ocean” campaign was designed to instill in Californians a sense of personal connection and responsibility to our ocean and coast. The campaign’s website, www.thankyouocean.org, is intended to be a portal to California ocean information. At the site’s core are links to ocean related organizations that represent detailed and topic specific information. These links provide access to existing information providing the website visitors with current topic-specific ocean information.

The “Thank You Ocean” campaign was launched in September 2006 and is jointly managed by the California Resources Agency and the National Oceanic and Atmospheric Administration’s (NOAA) National Marine Sanctuary Program. The campaign is supported by the Ocean Communicators Alliance, a group of more than 100 ocean-related organizations, agencies, and businesses in California. The campaign’s core team consists of representatives from the state and NOAA, and is led by co-chairs representing both the state and NOAA.

The campaign message can be found in television and radio public service announcements, billboards, bus shelter and phone booth advertisements, print ads and other publications, and various promotional materials. Each of the campaign elements encourage Californians to find out how they can help the ocean by visiting the thankyouocean.org website. As the campaign gains more exposure, it is critical that the website remains up to date, dynamic, and interesting. Initial analysis of the website’s statistics suggests that since the campaign’s launch the site has received thousands of hits, but a smaller

percentage return. To ensure the campaign's success at educating the public and changing attitudes and behavior towards the coast and ocean, the website must be inspiring, comprehensive, and worth revisiting for information and activities to protect the ocean.

SCOPE OF WORK

The campaign's core team seeks to contract for a Webmaster and Designer for updating and maintaining the thankyouocean.org website. This will include writing html code to make text and image changes to the website, and determining the best design and layout format for content. The Webmaster will work closely with the Website Coordinator, who will provide all content, text, and images for placement on the website.

The campaign team anticipates this position will require approximately 25 hours of work per week in the near term leading up to June 8, 2007 and approximately 10 hours per week following for the duration of one year. Initially, the Webmaster will be responsible for making critical updates and revisions to the website in preparation for a launch and media announcement on June 8, 2007. Following the launch, the Webmaster will be responsible for maintaining and updating the website as material is submitted by the Website Coordinator, and for website data gathering and reporting. An extension of services for a second year will be determined based on performance and funding availability.

Specific responsibilities will include:

- 1) Secure hosting for the thankyouocean.org website
- 2) Provide statistical reports to the Website Coordinator and the campaign's core team on visits and visitor activity
- 3) Act as point of contact for technical issues with the thankyouocean.org website
- 4) Write code; size and edit photos; design webpage layout format; and edit html to update website, including the following tasks:
 - a. Make numerous changes to existing webpages including text edits and layout and design alterations (supplied by Website Coordinator)
 - b. Rearrange existing links to more than 100 other web sites, create links on several pages, and ensure links lead to specific relevant content
 - c. Create new pages for the website using supplied text and photos, including, for example, an "ocean images" section to the website with links to image libraries (provided) and an "action item" page that will change regularly
 - d. Add a calendar of ocean events page and update the information monthly with information supplied by the Website Coordinator
 - e. Add a guestbook sign-in function to the website
 - f. Add an evaluation survey of the campaign and the website
 - g. Correct the existing comments function
- 5) Maximize search engine contacts
- 6) Maintain the data received from the guestbook sign-in function and the evaluation survey in a format transferable to the campaign's core team

EXPERIENCE

Experience creating and/or maintaining websites and knowledge of PHP MYSQL are required. A professional background in graphic design is preferred. Experience in public education or communications and knowledge of ocean issues is a plus.

Please note that this position is by contract only does not entail any additional benefits.

INSTRUCTIONS

Qualification statements must be submitted by Close of Business on Tuesday, May 15, 2007. Each submittal should include:

- 1) Name of interested party (firm or individual) and key contact information, including telephone numbers, postal and email addresses
- 2) A specific statement of key competencies related to the project identified above. This should include a listing of relevant projects completed, including a clear description of work delivered and time frames.
- 3) Succinct biographical information for the individual(s) who would undertake work requested
- 4) A list of references
- 5) An estimated cost for services based on 20 hours of work per month for one year and 200 hours of work for two months of the year (which equals 25 hours per week for the first eight weeks)
- 6) An estimated cost for hosting the website on a server, if this service would be available

The statement, including these elements, should be no longer than ten (10) pages. Bids for Webmaster services shall not exceed \$33,000; however, it is acknowledged that actual hours of work completed may vary from the total bid submitted. Bids for hosting the thankyouocean.org website will be considered independently.

Please submit your statement of qualifications in .pdf format only by the close of business on Tuesday, May 15, 2007 via email to: Allison Alexander, Grants Manager
National Marine Sanctuary Foundation, allison@nmsfocean.org

Questions may be addressed to: Amy Boone, (916) 653-9416, amy.boone@resources.ca.gov

Contract award will be noticed via email by close of business Friday, May 18, 2007.

The National Marine Sanctuary Foundation has also released a Request for Qualifications (RFQ) for a Website Coordinator for the thankyouocean.org website. To submit a proposal for both services, please submit separate statements for each RFQ.

NOTE: All content developed through this contract will become property of the State of California and NOAA. Academic and other publications based on the work are acceptable if acknowledgement is given to the funding support provided by the California Resources Agency and NOAA, and the following statement is included on each publication: "The views expressed herein are those of the author(s) and have not been reviewed by, nor have they been approved by, the State of California nor the National Oceanic and Atmospheric Administration."